

4/29/10

Sample article for national organizations to use when communicating to their affiliates

Please encourage your local affiliates to post this information on their Web pages and use in other communication vehicles.

Use Free File to Prepare and File Your Return before October 15



The IRS is seeking assistance from [name of organization or title of position, i.e., United Way, Extension Agents] in reaching out and providing local communities with information about IRS *Free File* – a service that is available to help people file their taxes free until October 15.

- English: <http://multivu.prnewswire.com/mnr/irs/43271/>
- Spanish: <http://multivu.prnewswire.com/mnr/irs/43312/>

This multimedia news release contains:

- Text
- A video (which can be embedded in a Web page or downloaded as MPEG2 broadcast quality audio)
- A picture and Free File widget with a countdown to October 15.

All are tools to help you reach people in your communities, especially those who received an extension to file their taxes and are eligible to use the Free File software.

According to David Williams, Director of Electronic Tax Administration, "IRS is exploring social media as an effective way of reaching individuals and families with important messages, such as this one about Free File. Video, audio and widgets help us reach those Internet-savvy taxpayers who potentially are Free File users."

So check out these new tools, embed them into your Web site and employ any other method you choose to reach your customers. Stay tuned for more in the coming months.

Thanks so much for your support!

NOTE TO AFFILIATES: Below are additional resources to help promote IRS Free File.

- IRS.gov/Free File
- www.freefile.irs.gov